Abstract
Due to the increasing population, the possible use of resources (fossil) and concerns about the hazards associated with the resources necessary for the creation of green cleaning products and renewable resources and are more than ever before. Although this aspect of life, not much time passed, but the scientific evidence that has been done in another era in the history of mankind are formed And People need to find ways to sustain themselves and the resources they are using. This paper examines one aspect of the problem and ways to provide information on the background of green advertising is paid for. Definitions of terms are given in the first category, the study reviewed the record and then to review some of the research and the results are. It is hoped that readers will be able to obtain sufficient information from the article.

Keywords: GREEN ADVERTISING; NEW APPROACH ; GENERATE WEALTH

Introduction
The term "green", implies an underlying concern for preservation of the environment and a noninvasive lifestyle. Generally targets for concerns are the preservation of the planet earth, personal health, and animal life. Thus, activities causing the least damage to the planet earth, its environment, human and animal life are preferred.
Green consumers who are interested in deepening their behavior to protect the environment. These behaviors include: the use of recyclable products, active participation in environmental groups and political pressure. They are also interested in further education, higher income and gain professional and administrative jobs. They are based on exciting the 3 categories: Category I: Earth fans, category II: Health Advocates and category III: Animal Advocates.
Green consumer who is purchasing behavior is influenced by environmental issues(Easwar&Barnejee, 1993).

General definition of green advertising: a social marketing efforts by companies to promote a product or service from a medium green lifestyle and enhance the image of his company uses environmental activities.
Banerjee Define this advertisement: An explicit or implicit link between a product / service to the environment, a green lifestyle by highlighting a product / service to promote an image of environmental responsibility, the company can offer.
Since the 1970s, green advertising, to develop effective environmental communication strategies that lead to green consumers has been studied.
In the 1990s, the reliability of the Green advertising, has attracted the attention of scientists. During their research they found that most people are reluctant to accept these ads because they think the advertising were vague and elusive. But, in fact, according to one study, the most reliable sources of information, were environmental organizations And most unreliable source of information, was advertising done by a large company. And the paradox, later, was the origin of deeper investigation, in this area.
The main and ancillary Classification

There are four major broad categories: Target of advertising, the purpose of advertising, demand for advertising and economical chain. Each of these has their own subsections.

**Target of advertising:**
1. Maintenance of Earth
2. Conservation and survival of animals
3. Individual health

**The purpose of advertising:**
1. Image of corporation
2. Characteristics of the product/service (data, packaging, product/serviceGenerally).

**Demand for advertising:**
1. Thinking period (exclusive judgment, mobile music)
2. Feelings (guilt, fear, difference)
3. Finance (Sales Bathfyf, financial aid)
4. Satisfaction (health, environment)
5. Management (Control, social responsibility)
6. Other sets (compare, for example, signed a celebrity)

Green advertising refer to all aspects of environmental and sustainable ecosystem that is environmentally friendly or messages that respond to environmental concerns, human rights defenders.

**Green Advertising consists of three major classes:**
1. Those directly or indirectly associated with products, services and environments will point out.
2. Those who responsibly environmental lifestyle with or without highlighting a product or service they are promoting.
3. Those That offer an image of environmental responsibility of company.

**Green advertising are offered in three axes:**
1. Educational Field
2. Nature of Business
3. Corporate Image

The first green advertising when scientific organizations, people and ... were concerned About Companies environmentally destructive activities, appeared in late 1960. In the late 1980's due to pressure from the government and the public This Advertising were very wide. But in the next decade due to false claims and exaggerated black exponentially significantly slowdown.

Many marketing experts carried out research in this field was the first Green Washing By examining the validity of this advertisement into four categories: dull, deleted, false (lies) were classified as acceptable.

The second set of studies focused on environmental claims and Carlson were presented in four categories: product orientation, process orientation, the orientation of the image, the environmental.

Studies showed that the orientation of the image, had most use while was the most obscure them. Image orientation and process orientation. Used in the early years and product orientation are commonly used in recent years. The third category research, belongs to grade green advertising, the advertisement was based on environmental information.

The fourth category of research examines the impact of advertising messages on consumer payment behavior

Different results and different degrees of involvement of consumer attitudes toward advertising was found to be one of the following.

The fifth category includes research on aspects of the advertising copy and position. Aspects of copies, change the words of the advertising time showed.
Green advertising varied modes of expression: relationship to psychological and emotional. In the position aspect, factors, including environmental graphics, ambient providers (animals) and the introduction of green brands advertising messages are reinforced.

**Honesty in Green advertising**

In recent years many organizations to stay ahead of the growing environmental concerns and community attitudes towards the use of environmentally friendly products. Trying to change their structure and show these changes. And they know advertising, the best way for the show. Many advertisements in this area will be made and a formal presentation. But should be aware that in today's world, customers pay attention to quality and quantity of green advertising and reality in the project, stores and products. Some organizations, to show the change of attitude and culture of the organization and its Ads, only sticking out to change the decoration of buildings, green space and environmentally friendly or pleasant design advertising slogan and can rely on a green background. While others actually "get into this field."

We conclude that only with slogan and providing appropriate picture, can not be environmentally friendly in field of green products and services. Success key of green organizations, is keeping pace organization's advertising slogans with the organizational performance. Customers, to behavior of organizations and individuals within it, are sensitive and aware and in the competitive market for environmental products who welcomed participation of customers in the common image and belief, they will succeed.

**Green advertising and Environmentally responsible consumer behavior**

Despite the growing trend of green marketing, specialists in this field yet have not a good tool for identifying the behavior, attitudes and demands of green consumers. Much research has been done in this field since 1970, but did not result in a strong and convincing.

**Attitude toward the Green Advertising**

In addition to words and terms of previous research in this area of research 3 new words are added.

- The green advertising, boost corporate image.
- I turn to green products and services that are changing the way I advertise.
- I prefer the ecosystem products, packaging labels.

**Environmental behavior**

17 new environmental issue reflects the importance of terms in the world of green products: recycling, renewable energy, tagged ecosystem, climate change, eco-friendly cars. Environmental labeling is one of the most important and influential in the choice of the customers that they pay special attention to products that are labeled.

**Relationship between Environmental attitude and behavior**

The studies proved that the people in charge of the environment has significantly stronger positive attitudes towards people who are indifferent to the environment.
Officials of environmental are sensitive toward messages in the media, advertising agencies, newspapers and ..., and have active participation in community and environmental issues. And are hopeful to healthy and green world. One study showed that women are more likely than men to behave responsibly towards the environment and their attitude to green advertising is more positive. (Much of this positive belief in the intrinsic properties of their delicate back and ethical).

Also, today's consumers are willing to pay more for green products are environmentally-friendly. They understand the value and need for safer products. And for survival and future generations, tend to spend money and even more time to get these products. An example of this tendency can be seen in the welcoming of products and restaurants in Italy SLOWFOOD With more time, more healthy foods and more desirable provide to customers.

**Green advertising effects on attitude and choice of advertising**

In another study, the degree of involvement and customer attention was paid towards green advertising and the results showed that the degree of involvement of consumers with low consumption users with a high degree of conflict is very different attitudes towards green advertising. Consumers who are involved in products, dramatically less than the inattentive and uninterested are green promotions. In the 90's, green brands inter in markets. Organizations are trying to draw attention to environmental issues, became more visible. However, since these ads are believable and obviously has a relatively low level.

**Green Research Are two Groups:**

1. Customer specifications: shows characteristics of green consumers and their attitudes towards environmental issues. One approach to identify devices, environmental consciousness and although some scholars use of social statistics such as gender, age, education, and social class, some other characteristics such as the amount of control, extroversion, conservatism and fanaticism are considered. And none of them alone can not define the person, it is better to set them to be considered.

2. Attitude toward advertising: Ads cause consumers to believe that the formation of emotion and cognition. There are two distinct scales in the study of consumer attitudes: 1. Cognitive assessment (judgment) 2. Emotional response to advertising. First, based on information received from the environment and personal experiences, attempting to review and assess options. The next step is the decision to use or not use them.

Note: emotions are affected by advertising, not only attitudes, but also to assess leading consumer brands. Positive emotions simultaneously affect the attitude toward advertising. But it is better to examine fewer dimensions of the attitudes. To understand attitudes to advertising, both cognitive and emotional assessments are reviewed. The cognitive aspect, consumers tend to believe that advertising. For this, three criteria are examined. 1. Believable 2. Convincing 3. Conducive.

The emotional aspects of consumers have two criteria: 1. Ads are good green. 2. Green ads are fun.

This research showed that consumers with a poor attitude toward green brands have less sensitive. This can be interpreted in two ways: 1. Green advertising dislike them because they are reluctant to green brands. 2. They basically do not like "Methods and advertising content using green products. These interpretations indicate the possibility that there is a potential market for these customers. And marketing strategists should aim at creating...
favorable publicity, believe more, better, more pleasant, and more compelling for their customers. Strategies used for these should be the first step in the implementation of an advertisement (awareness). Acted with a conscious mindset, these strategies provide accurate and truthful information, making them attractive to potential customers.

Voss introduced four main areas targeted by advertising concepts: product, packaging, manufacturing process, promotion, and environmental reasons.

According to Banerjee, Gaulas, Lyer, an advertiser may be obvious, or it can show the relationship between the product and the biophysical environment. Although the purpose of advertising is awareness, recall, and persuasion, the success of green advertising, creating brand awareness, and strong empirical attitude or company image, and the degree of talk in this campaign depends on the strategy and its marketing director. The task of green advertisement is to display features and increase social responsibility of an organization promoting green lifestyle.

And the success of an advertisement when it appears that customers will receive the same message and even employees strategists expect. Organizations for their advertising claims are required to provide information to customers and society review. And since environmental issues are new, and complex, always requires some clarification on the following aspects.

1. Provide clear information on this subject
2. Emphasis on issues of environmental protection and related processes, and green practices.
3. Emphasis on corporate environmental activities that allow customers to compare their activities with other green activities.
4. Emphasize the importance and seriousness of the problem for the company and stakeholders.

This study also demonstrates the relevance and interaction factors of green advertising (advertisement insertion style) characteristics of the message, copy and key features). Countries that are considered as the pioneer in the field of advertising plays a decisive role in the design and implementation at the international level. For example, in early studies,

America, Canada, England and Australia have been analyzed and the following results were obtained:
- America green advertising claims of the social environment less but was more robust.
- The mentality of the country providing an important role in advertisement the effectiveness of environmental claims.
- Recognition of source products Akvsysytmy a prominent role in maximizing the effectiveness of green and environmental claims.

Competitive advantage in market and products for corporate advertising, Clarity and accuracy of the information that they provide to their customers and stakeholders. And companies to succeed in this field should always check their procedures and processes and change them to match their surroundings.

Conclusions

The current era (the information age), people are always looking for the right information to achieve optimal choice and utility maximization are. And advertising is one way of providing information to clients by agencies. This paper examines the types of advertising (advertising green) was made. Early in the advertising, many organizations provide simple slogans and display the content of their desire to protect the environment. Professionals discussed to identify...
and classify the customers and their behavior. The obtained results indicate that the main ingredient in the success of their claims are true environmentalist organizations. So the issue has become one of the strategic issues of organizations for the future. Another dimension were found in gender differentiation for their customers that are green promotions. Leading organizations such as always, goes beyond the initial stages of the campaign and the huge cost of research and try to inform customers on the global stage. They are advertising the new post will follow the international aspects and world birth of a new and lasting hope for all people of the world.

Emphasized the need for increasing the use of renewable resources and products, unfortunately, our country has no place in this arena. Although many attempts in recent years to the use of new fuels such as solar and wind energy. But it should be noted that in the world of green products and services are at the zero point. It is hoped that researchers and experts in the country, the first steps taken in the exploitation of existing capacities and human nature. The next step is to take the right decisions by competent managers in the future it's going to be instituting border controls.
References

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